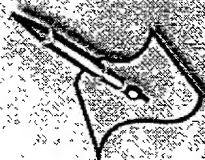


# sponsorwise™



**REGISTER NOW**



# TAKE THE TUB



世界日報

**Join now!**

Registering offers several advantages for both Sponsors and Sponsorship Properties:

**FOR SPONSORS:**  
Easy access to a  
comprehensive listing  
of sponsorship  
opportunities.

**FOR SPONSORSHIP  
PROPERTIES:**  
Thousands of qualified  
buyers will have access  
to your listing every day.

**For the first time, Sponsowise is uniting the global sponsorship marketing community in one easy-to-use marketplace.**

# REGISTER

## Search

**Browse**  
Select Browse Category

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sponsorwise

## Registration Form

Sponsorwise, the preeminent website for sponsorship opportunity presentation and management, will launch in the first quarter of 2001.

You have the opportunity to benefit as a Charter Subscriber. If you act now, this offer is only available to the first 300 subscribers.\*

1. Your property (event) will be listed as a Charter Subscriber.
2. Your property will be listed on a complementary basis for the first six months of 2001.
3. Subject to your final approval, there will be a listing fee established following the first six months of 2001.

Please complete the Registration form below.  
An asterisk (\*) indicates required items.

### Login Information

\* User Name

Your User Name must be at least 6 characters in length.

\* Password

\* Verify Password

Please note that capitalization matters for the password.

\* Password Question

\* Answer:

If you forget your password we will identify you with this information, you will need to remember this answer exactly as it is typed above.

Fig. 2.



2003

**Contact Information**

\* First Name

Middle Initial

\* Last Name

Title

\* Company/  
Organization

Division

\* Address Line 1

Address Line 2

\* City

\* State, Territory  
or Province

\* Zip Code/  
Postal Code

*Required for US and Canadian addresses only*

\* Country

United States of America

☐

Other

*Please complete if "Other" selected as Country above*

\* Main Phone

Extension

Alternate Phone

Facsimile

Email Address

Confirm Email Address



Fig 4

**Profile Information**

What is your primary role regarding Sponsorship properties?

- ☐ "Buyer" only
- ☐ "Seller" only
- ☐ Both, but primarily a "Buyer"
- ☐ Both, but primarily a "Seller"

What is your organization's primary business activity?

What is your primary area responsibility?

How did you hear about Sponsorwise?

Web Ad

Please indicate the amount of Sponsorship dollars that you seek annually

less than \$1,000

Please indicate the amount of Sponsorship dollars that you spend annually

less than \$1,000



## \*Credit Card Type:

\*Credit Card Type:



*(continued)*

\_\_\_\_\_

Month  Year

\_\_\_\_\_

\_\_\_\_\_

[illegible]

1000

1833

**Required for US and Canadian addresses only.**

United States of America

2025 RELEASE UNDER E.O. 14176

Please complete if "Other" selected as Country above.

**CANCEL**

100



Fig. 10

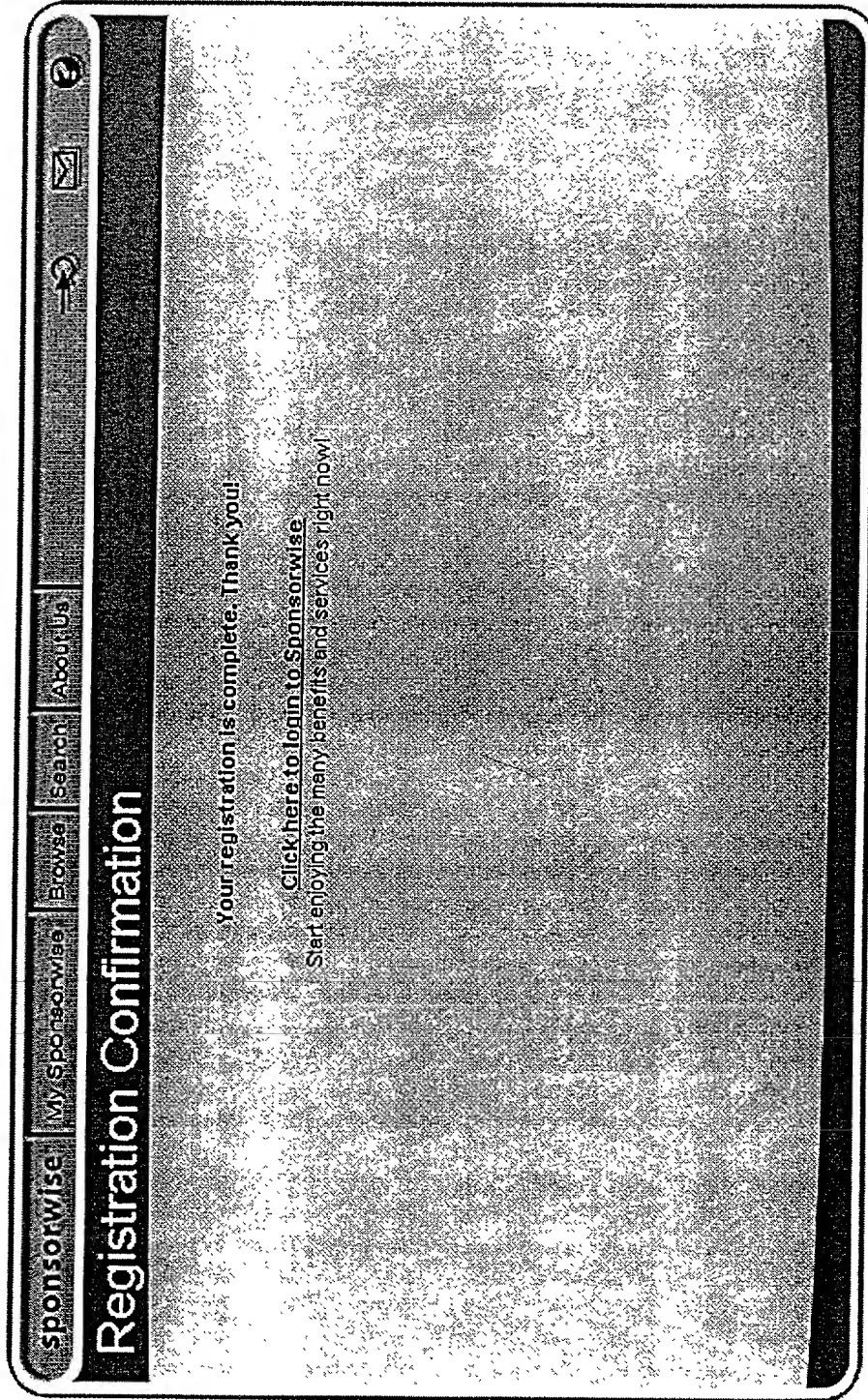




Fig 2

2

✉

spponsorwise

Sponsorwise Login

User Name:

Password:

☐ Remember me

LOGIN

Click here if you have forgotten your password or having trouble logging in.

New users should click here to register.

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Fig. 8.

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Wednesday, October 18, 2000

Good Evening  
Dave Sullivan of  
First Right International

Current Profile:  
[Boston 2001 Seller](#)  
[Edit Profile](#)

[Create A Property](#)  
[Wide Promotions](#)  
[Consulting Services](#)

[Property Manager](#)  
[RFP Board](#)  
[Messages](#)  
[My Account](#)

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**My Sponsorwise**

**SHOOTING STAR**

**ATHLETES & ENTERTAINERS**

**INDUSTRY NEWS**

Donnie Osmond Tattoo Sold on Sponsorwise for Record \$6.5 Million

Sponsorship Market Growing Thanks to New Internet Opportunities

[More>>](#)

**Convention Center**

Las Vegas, NV

**Metal Schmuck**

Indy 500 - 04 Season

**Grand Old Theatre**

1723/01 - New York

**Notification**

☐ [File](#) ☐ [Image](#) ☐ [Subject](#)

☐ [RFP: Auto Search](#) has found an RFP that matches your profile [Fri 9/22/00 2:22 PM](#)

☐ [Saved Search: New matches to saved search "2001 Events"](#) [Thu 9/21/00 12:45 PM](#)

☐ [RFP: Auto Search](#) has found an RFP that matches your profile [Wed 9/20/00 7:08 AM](#)

☐ [Unsold Inventory: Two Week Notice \(Columbus Day Parade\)](#) [Tue 9/19/00 10:28 AM](#)

[FILE](#)



**Market Description:** Sponsorship marketing services company aimed at progressive companies looking to enhance sponsorship marketing opportunities and management. Main focus of activity is creating brand awareness in new market area-- East Coast.

**Budget Parameters: \$20,000**

**City: Boston**

**State: MA**

Region: NE

**Closest Major Market: Boston**

**Sponsor will only accept proposals with pricing information**

**Additional Qualifications:**

**Preferred Property Type:**

## Festivals/Events

**This RFP was distributed only to those Property Owners who meet target parameters.**



Fig. 10

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[REPLY TO THIS RFP](#)

## RFP From Anonymous Buyer

[My Sponsorwise](#) > [RFP Board](#) > [RFP](#)

[Overview](#) | 
 [Audience Description](#) | 
 [Marketing Opportunities](#) | 
 [Contact Information](#)

**Attending Audience:** 55,000+  
**Expanded Audience:** 250,000  
 Reached by media promotion and PR.

**Audience Keywords:** fine dining, jazz, visual arts, young, professional  
**Household Income:**

☒ Under \$25,000:  
☒ \$25,000 - \$39,999:  
☐ \$40,000 - \$54,999:  
☐ \$55,000 - \$74,999: 50%  
☒ \$75,000 - \$99,999: 50%  
☐ \$100,000 - \$149,999:  
☐ \$150,000+:

50%

Age:

☐ Young Children (0-12):  
☐ Teenagers (13-17):  
☐ Young Adults (18-35): 50%  
☐ Mature Adults (36-55): 50%  
☒ Seniors (56-75):  
☐ Elderly (76+):

50%

This RFP was distributed only to those Property Owners who meet target parameters.



Fig. 11.

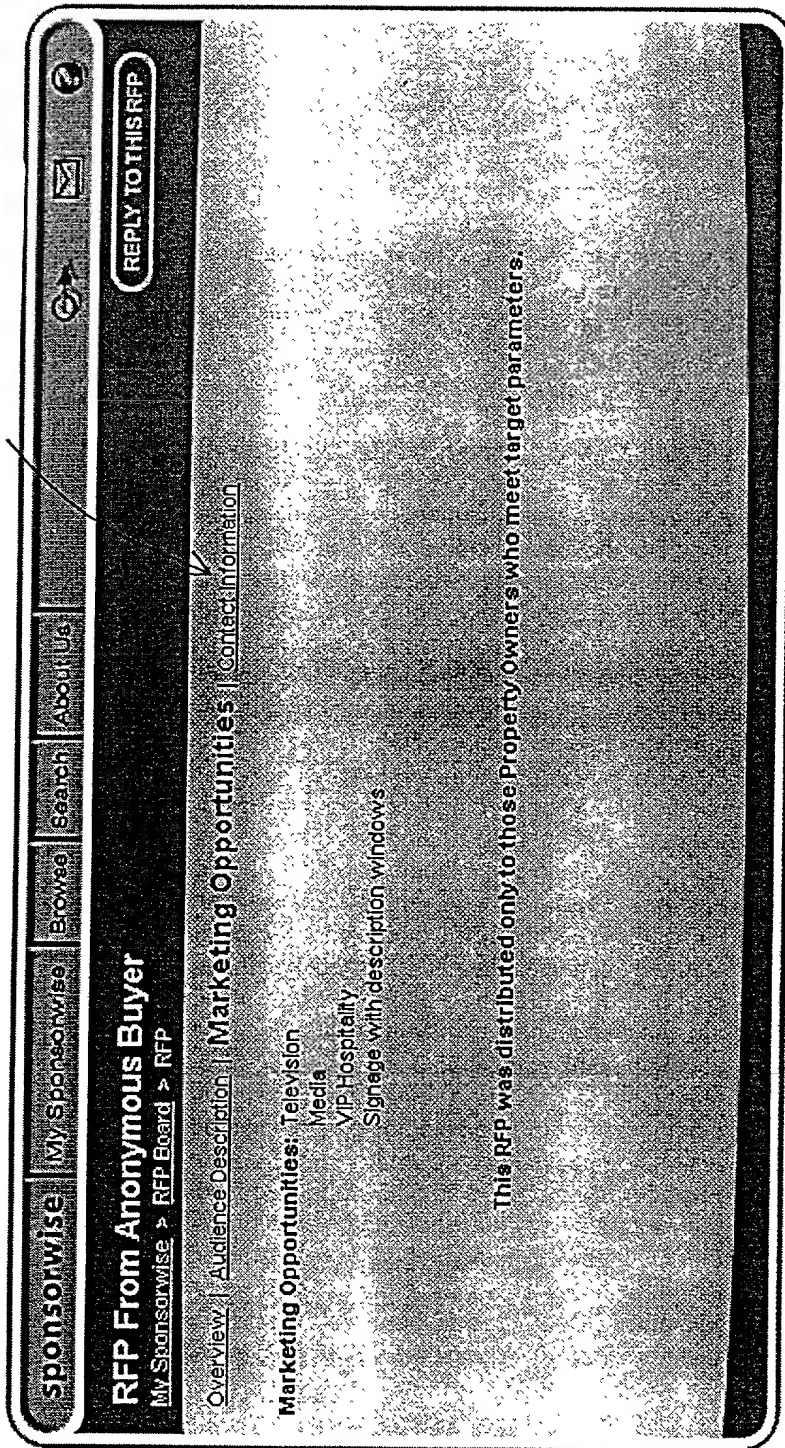




Fig. 12.

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[REPLY TO THIS RFP](#)

### RFP From Anonymous Buyer

[My Sponsorwise](#) > [RFP Board](#) > RFP

[Overview](#) | [Audience Description](#) | [Marketing Opportunities](#) | [Contact Information](#)

Contact Information Withheld at Buyer's Request

This RFP was distributed only to those Property Owners who meet target parameters.



Fig. 13.

[My Sponsorwise](#)

?

NEXT

Proposal Wizard

VIEW PROFILE ATTACH DOCUMENTS PAYMENT SEND

Review your Profile Information. Click the "Edit" link if changes are needed.

Contact Information:

First Name:

Dave

Last Name:

Sullivan

Title:

Associate Director

Company:

First Night International

Email:

[dsullivan@firstnightintl.org](mailto:dsullivan@firstnightintl.org)

Phone:

617-357-0065

Fax:

617-357-0066

Street Address:

200 Lincoln Street

Apartment, Suite or Mail Stop:

Suite 301

City:

Boston

State, Province or Territory:

MA

Zip/Postal Code:

02111-2418

Country:

United States of America

Property Overview:

First Night 2001

Property Name:

First Night 2001

Link to Property Description:

<http://www.sponsorwise.com/FirstNightBoston2001.asp>

Edit Profile

CANCEL

NEXT



Fig. 14

Home

My Sponsorwise

Browse

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Proposal Wizard

VIEW PROFILEATTACH DOCUMENTSPAYMENTSEND

Add documents to your proposal. Upload new documents, or select documents from your personal filing cabinet.

UPLOAD  
Add a new document

PERSONAL FILING CABINET  
Find a document in your filing cabinet

CANCEL

PREVIOUSNEXT



Fig. 15

Sponsorwise

My Sponsorwise

Proposal Wizard

VIEW PROFILEATTACH DOCUMENTSPAYMENTSEND

Click "Browse" to find a document to upload.

Attachments:

Browse

Browse

Browse

Browse

Browse

Description (optional):

UPLOAD

CANCEL

\* If you have more than five documents that you would like to upload at one time, you may want to batch them into a Zip file. Our system will automatically unzip them and show all the documents from that file on the next screen.

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1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100	101	102	103	104	105	106	107	108	109	110	111	112	113	114	115	116	117	118	119	120	121	122	123	124	125	126	127	128	129	130	131	132	133	134	135	136	137	138	139	140	141	142	143	144	145	146	147	148	149	150	151	152	153	154	155	156	157	158	159	160	161	162	163	164	165	166	167	168	169	170	171	172	173	174	175	176	177	178	179	180	181	182	183	184	185	186	187	188	189	190	191	192	193	194	195	196	197	198	199	200	201	202	203	204	205	206	207	208	209	210	211	212	213	214	215	216	217	218	219	220	221	222	223	224	225	226	227	228	229	230	231	232	233	234	235	236	237	238	239	240	241	242	243	244	245	246	247	248	249	250	251	252	253	254	255	256	257	258	259	260	261	262	263	264	265	266	267	268	269	270	271	272	273	274	275	276	277	278	279	280	281	282	283	284	285	286	287	288	289	290	291	292	293	294	295	296	297	298	299	300	301	302	303	304	305	306	307	308	309	310	311	312	313	314	315	316	317	318	319	320	321	322	323	324	325	326	327	328	329	330	331	332	333	334	335	336	337	338	339	340	341	342	343	344	345	346	347	348	349	350	351	352	353	354	355	356	357	358	359	360	361	362	363	364	365	366	367	368	369	370	371	372	373	374	375	376	377	378	379	380	381	382	383	384	385	386	387	388	389	390	391	392	393	394	395	396	397	398	399	400	401	402	403	404	405	406	407	408	409	410	411	412	413	414	415	416	417	418	419	420	421	422	423	424	425	426	427	428	429	430	431	432	433	434	435	436	437	438	439	440	441	442	443	444	445	446	447	448	449	450	451	452	453	454	455	456	457	458	459	460	461	462	463	464	465	466	467	468	469	470	471	472	473	474	475	476	477	478	479	480	481	482	483	484	485	486	487	488	489	490	491	492	493	494	495	496	497	498	499	500	501	502	503	504	505	506	507	508	509	510	511	512	513	514	515	516	517	518	519	520	521	522	523	524	5
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Fig. 17.

spponsorwise

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# Proposal Wizard


VIEW PROFILE


ATTACH DOCUMENTS

PAYMENT

SEND

Add documents to your proposal. Upload new documents or select documents from your personal filing cabinet.

 **UPLOAD**  
Add a new document

 **PERSONAL FILING CABINET**  
Find a document in your filing cabinet

Attached Documents	Description	File Type	Delete
FirstNight2000.ra	Multimedia overview of our Year 2000 celebrations. Requires RealPlayer.	Real Multimedia	<input type="checkbox"/>
Financials.xls	Full financial disclosures.	Excel	<input type="checkbox"/>
HappyNotes.txt	Tons and tons of letters from happy Sponsors!	Text	<input type="checkbox"/>

CANCEL

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NEXT



Fig. 18

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ATTACH DOCUMENTS

PAYMENT

SEND

Confirm your payment status

RFP Reply Credit Balance: 2 credits available -- you may proceed to the next step

Purchase Additional Credits

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NEXT



Fig. 19

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PREVIOUS

SEND

VIEW PROFILE

ATTACH DOCUMENTS

PAYMENT

SEND

Review and send your proposal. Click the "Previous" button if you want to make changes. Click "Send" to release your proposal.

1. Review the RFP you are responding to.

2. Check your attachments.

Attached Documents	Description	File Type
FirstNight2000.rtf	Multimedia overview of our Year 2000 celebrations. Requires RealPlayer	Real Multimedia
Financials.xls	Full financial disclosures.	Excel
HappyNotes.txt	Tons and tons of letters from happy Sponsors!	Text

3. Create a cover note to accompany your proposal. (optional)

CANCEL

PREVIOUS

SEND

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fig. 20

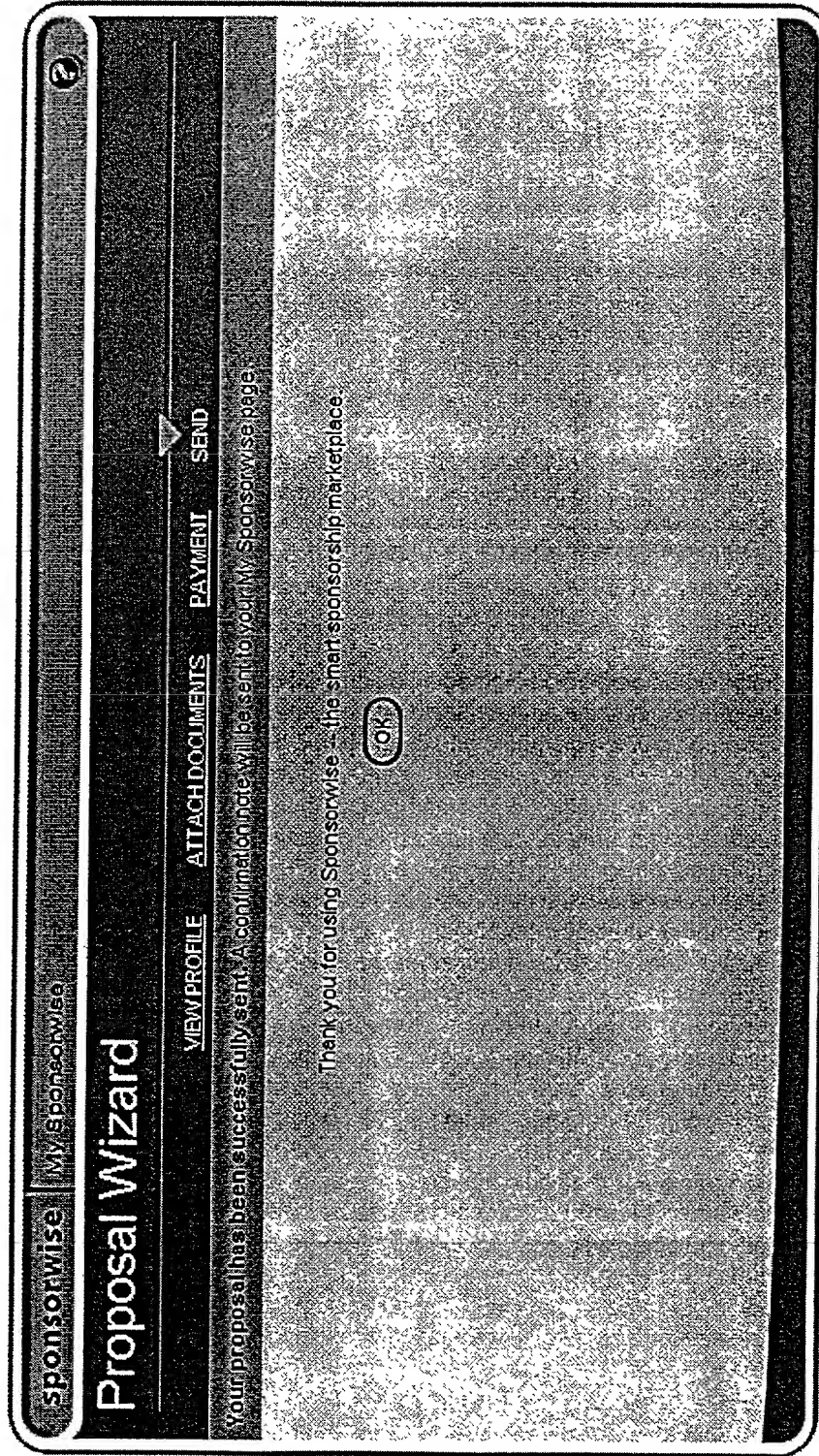




Fig. 21.

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[Wednesday, October 18, 2000](#)




Fig. 22.

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## Proposal Viewer

My Sponsorwise > RFP Board > RFP > Proposal



### First Night Boston 2001

Cover Note From Property Owner:

Thank you for the opportunity to present our First Night Boston sponsorship opportunities. First Night Boston is the largest New Year's celebration in North America, featuring theatre, dance, fireworks and much more. Please note that the attachments below provide additional information -- the Excel spreadsheet contains full financial disclosures.

[Please click here to view our Sponsorwise Property Listing](#)

Attached Documents	Description	File Type
<a href="#">FirstNight2000.ra</a>	Multimedia overview of our Year 2000 celebrations. Requires RealPlayer.	Real Multimedia
<a href="#">Financials.xls</a>	Full financial disclosures.	Excel
<a href="#">HappyNotes.txt</a>	Tons and tons of letters from happy Sponsors!	Text




Small text or artifacts at the top of the page, possibly a header or navigation bar.

Fig. 23

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[Property Listing](#)  
[Browse](#) > [Festivals/Events](#) > [Property](#)

[Front Page](#) | [Event Description](#) | [Audience/Description](#) | [Inventory](#) | [Contact Information](#)



### First Night Boston 2001






Fig. 24.

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[Add to Favorites](#)

## Property Listing

[Browse](#) > [Festivals/Events](#) > [Property](#)

[Front Page](#) | 
 [Event Description](#) | 
 [Audience Description](#) | 
 [Inventory](#) | 
 [Contact Information](#)

**Name:** First Night Boston 2001

**Years in Existence:** 24

**Property Type:** Festivals/Events

**Attending Audience:** 3,000,000

**Expanded Audience:** 5,000,000

**Key Characteristics:**

**Event Summary:** First Night Boston is the largest New Year's celebration in North America. First Night is an exciting city-wide arts festival featuring theatre, dance, visual art, family entertainment, large-scale ice sculptures, the First Night Grand Procession, fireworks and much more.

**Event Date(s):** December 30, 2000 - January 2, 2001

**Venue Location:** Zip Code: 02107 City: Boston Region: Northeast Closest Major Market: Boston

**Sponsorship Price Range:** \$2,000 - \$200,000

This RFP was distributed only to those Property Owners who meet target parameters.



Fig. 25.

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### Property Listing

[Browse](#) > [Festivals/Events](#) > [Property](#)

[Front Page](#)
[Event Description](#)
[Inventory](#)
[Contact Information](#)

**Attending Audience:** 3,000,000

**Household Income:**

Income Range	Percentage
Under \$25,000	5%
\$25,000 - \$39,999	5%
\$40,000 - \$54,999	30%
\$55,000 - \$74,999	30%
\$75,000 - \$99,999	15%
\$100,000 - \$149,999	10%
\$150,000+	5%

**Age:**

Age Group	Percentage
Young Children (0-12)	5%
Teenagers (13-17)	10%
Young Adults (18-35)	25%
Mature Adults (36-55)	50%
Seniors (56-75)	7%
Elderly (76+)	3%

**Gender:** 50/50

**Audience Description:** First Night attracts a diverse population from families and kids to seniors. The majority of the audience enjoy fine arts, jazz, classical music, and live entertainment.

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Fig. 26.

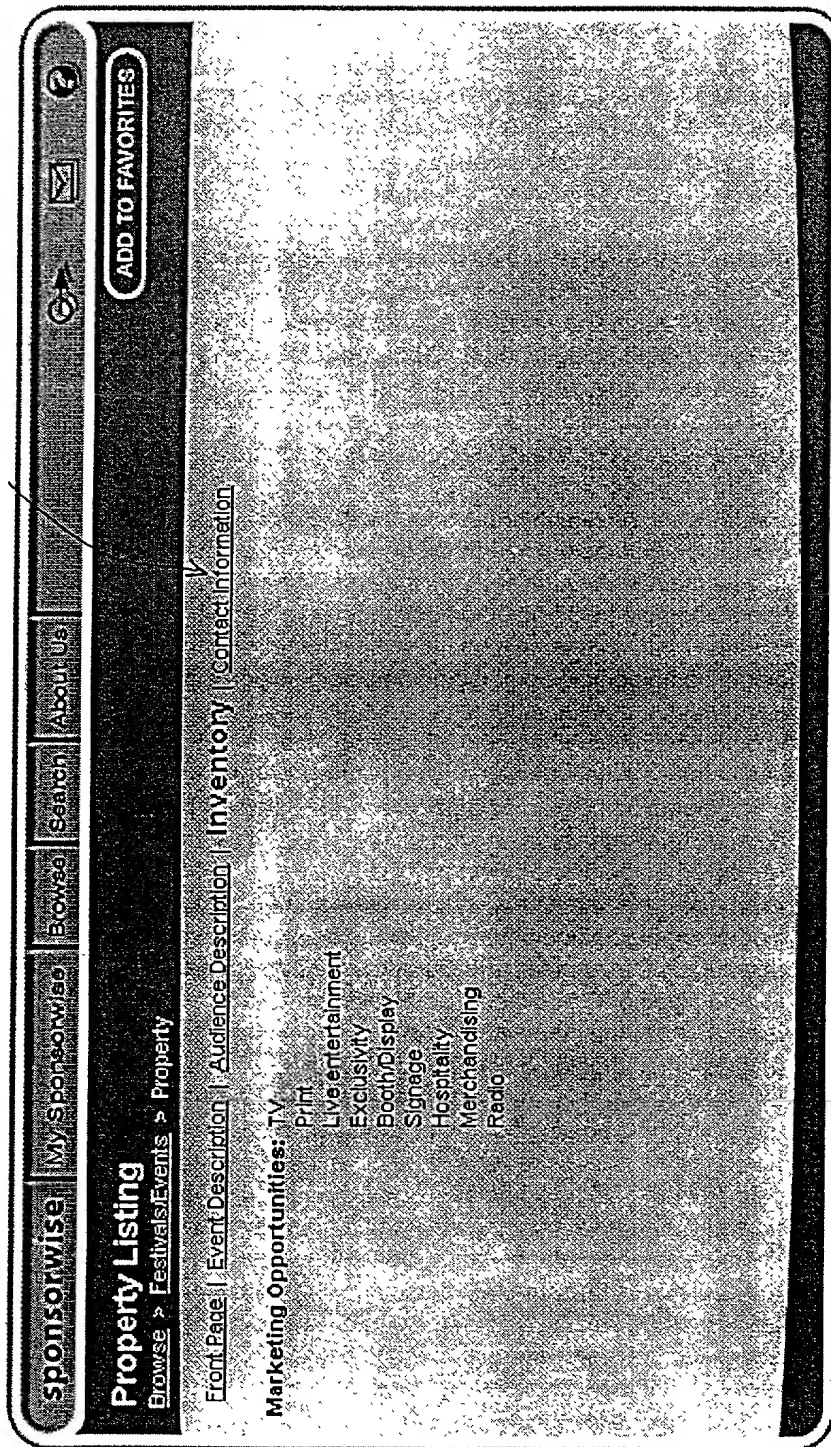












Fig. 29

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[Sponsorwise](#) [Advanced Search](#) [Saved Searches](#)

### Advanced Search

Name, Description, or Keywords:

☐ Include Free Listings

Event Type:

Dates: From:  Select Month  Select Year  To:  Select Month  Select Year

Desired Age Range:  Gender: ☐ Reach more males ☐ Reach more females ☐ Reach both males and female

Formality of audience:  Select Age Range:

Minimum Desired Household Income: For majority of audience:  Select Minimum Income:

[Save This Search](#)

- Basic Search
- Saved Searches



fig. 30

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## Add Characteristics

Please select event characteristics for your search:

FESTIVALS / EVENTS:

<input type="checkbox"/> Youth	<input type="checkbox"/> Educational	<input type="checkbox"/> Gay & Lesbian	<input type="checkbox"/> Religious	<input type="checkbox"/> Celebrity Potential	<input type="checkbox"/> Food & Drink	<input type="checkbox"/> Family-Oriented	<input type="checkbox"/> Civic Pride
<input type="checkbox"/> Nature Oriented (Outdoors)	<input type="checkbox"/> Live Music/Entertainment	<input type="checkbox"/> Media Co-sponsor	<input type="checkbox"/> TV Coverage	<input type="checkbox"/> Snob Appeal	<input type="checkbox"/> Shopping opportunity		

Sports:

<input type="checkbox"/> Team	<input type="checkbox"/> Xtreme	<input type="checkbox"/> Racing	<input type="checkbox"/> Motor Sports	<input type="checkbox"/> Road racing
-------------------------------	---------------------------------	---------------------------------	---------------------------------------	--------------------------------------



Fig. 31

**sponsorwise** | [My Sponsorwise](#) | [Browse](#) | [Search](#) | [About Us](#) | [?](#)





---

**Search** | [Basic Search](#) | [Advanced Search](#) | [Saved Searches](#)

---

**Advanced Search:**  
Name, Description, or Keywords:

☐ Include Free Listings

**Key Characteristics:** Add    

**Event Type:**  All

**Dates:** From:  Select Month  Select Year  To:  Select Month  Select Year

**Minimum Desired Household Income:** For majority of audience  
 Select Minimum Income

**Gender:**  
☒ Reach more males  
☐ Reach more females  
☐ Reach both males and female

**Desired Age Range:** Formality of audience  
 Select Age Range

[Save This Search](#)

---

[Basic Search](#)  
[Saved Searches](#)







Fig. 33

Home

My Sponsorwise

Browse

Search

About Us

Help

Terms of Use

Save Your Search

Please enter unique name for your search.

enter search name

☐ Run search continuously and notify me of new matches

OK

CANCEL



















fig. 38

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---

**Property Listing**  
[Browse](#) > [Sports](#) > [Property](#)






---

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---

**Name:** California League  
**Years in Existence:** 59  
**Property Type:**  Sports

---

**Attending Audience:** 2,000,000  
**Expanded Audience:** 3,300,000  
**Key Characteristics:**     

---

**Event Summary:** The California League is a Class A Minor League Baseball league with 10 teams playing in California. Twenty-five percent of major league players have played in the California League. Baseball for purists.

---

**Event Date(s):** April 2000 - September 2000

---

**Venue Location:** Zip Code: *NA* City: *NA*  
 Region: *West* Closest Major Market: *SF & LA*

---

**Sponsorship Price Range:** \$10,000 - \$100,000

---

This RFP was distributed only to those Property Owners who meet target parameters.

---

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Fig. 39.

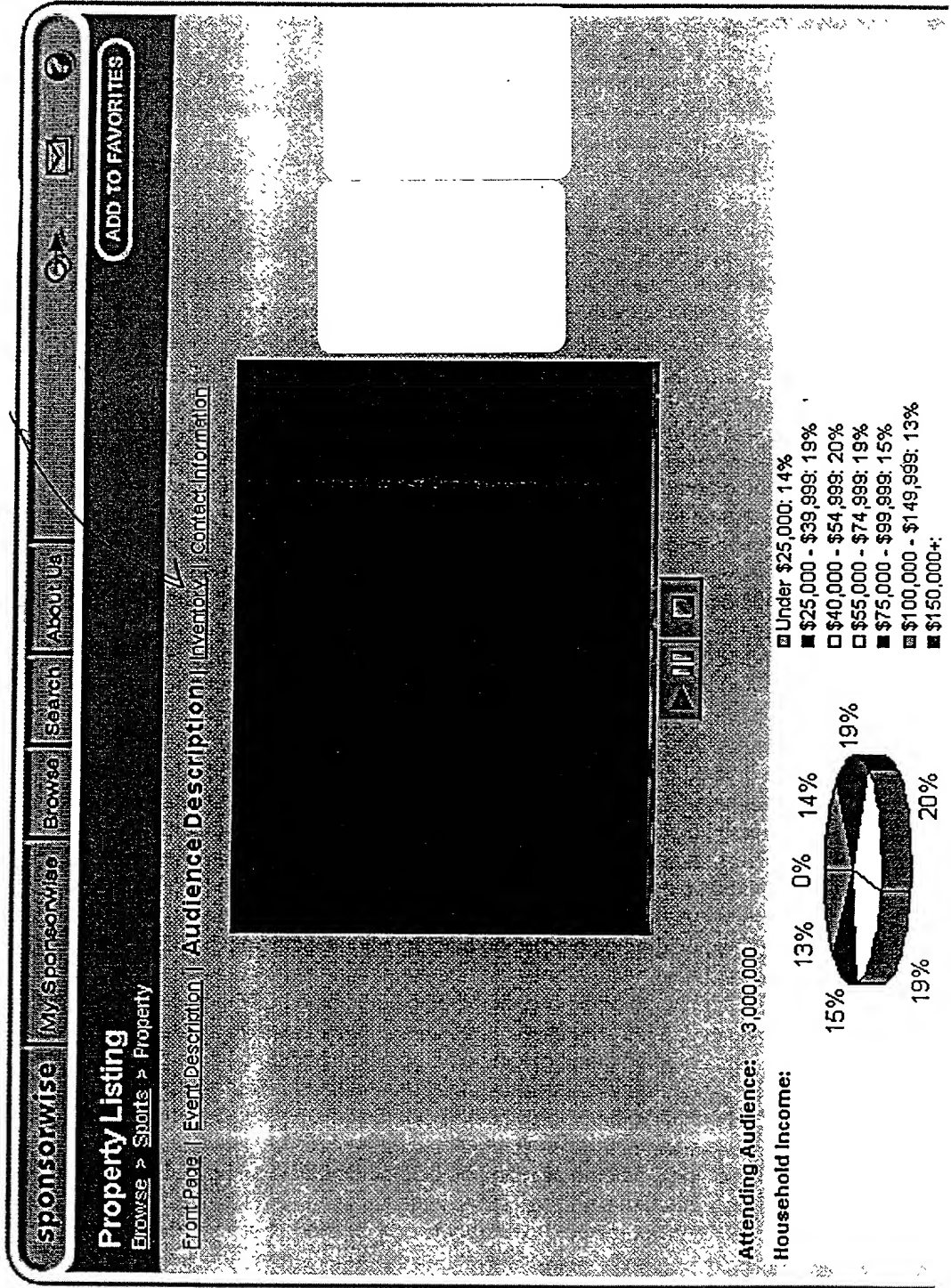








Fig. 41.

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## Property Listing

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[Front Page](#) | [Event Description](#) | [Audience Description](#) | [Inventory](#) | [Contact Information](#)

**Contact:** [Pete Thureson](#)

**Title:** [Director of Marketing](#)

**Phone:** [408-369-8038](#)

**email:** [thursty1@calleague.com](#)

**Address:**



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Wednesday, October 18, 2000

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Good Evening  
Pete Thureson of  
California League

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Cal League Seller  
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SHOGUN WARRIOR




Mike Tyson




Axl Rose



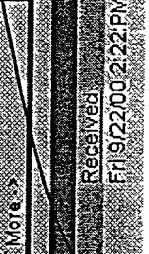
Michael Schumacher




Indy 500




Convention Center




Donnie Osmond



Donnie Osmond



Donnie Osmond



Donnie Osmond

Industry News

Donnie Osmond: Tattoo  
Sold on Sponsorwise  
for Record \$8.5 Million  
Sponsorship Market  
Growing Thanks to New  
Internet Opportunities  
More >

Notification

File Type Subject

☐ Unsold Inventory: Two Week Notice (Backpack Day) Fri 9/22/00 2:22 PM

☐ Saved Search: New matches to saved search "2001 Events" Thu 9/21/00 12:45 PM

☐ RFP: Auto Search has found an RFP that matches your profile Wed 9/20/00 7:08 AM

☐ RFP: Auto Search has found an RFP that matches your profile Tue 9/19/00 10:28 AM

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Fig. 42.



Fig. 43

[My Sponsorwise](#)

# Wise Promo Wizard

PROMO TYPE

WISE PROMO SET-UP

PAYMENT

POST

Select promotion(s) to maximize your exposure to buyers.

## Wise Promo Options:

☒
**Wise Buys**

List your unsold and "one-off" inventory to buyers looking to supplement their Sponsorship holdings. Wise Buys will be viewable under its own category by all Sponsorwise visitors who browse Sponsorwise. In addition, appropriate Buyers will be notified when your offering matches their interest.

**Specifications & Restrictions:** By enrolling your property in the Wise Buys program, you agree to decrease the price by 10% from the latest listing price, and to decrease the price by at least an additional 2.5% per day until property is liquidated.

[Click here for more information.](#)

☐
**Banner Ads**

Maximize exposure to the Sponsorwise community with premium placed advertising messages and create a call to action.

A powerful way to make sure your message is heard.

**Specifications:** Banner ads measure measure up to 475 pixels x 175 pixels. A graphic (JPEG or GIF) must be supplied for upload at the time of sign-up.

[Click here for more information.](#)

☐
**Featured Selections**

Draw attention to your offering and be seen as a featured selection at the top of category Browse pages. A great showcase to highlight your opportunity and stand out from the crowd!

**Specifications:** Featured Selections measure 100 pixels x 100 pixels. A graphic (JPEG or GIF) must be supplied for upload at the time of sign-up.

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Fig. 4A

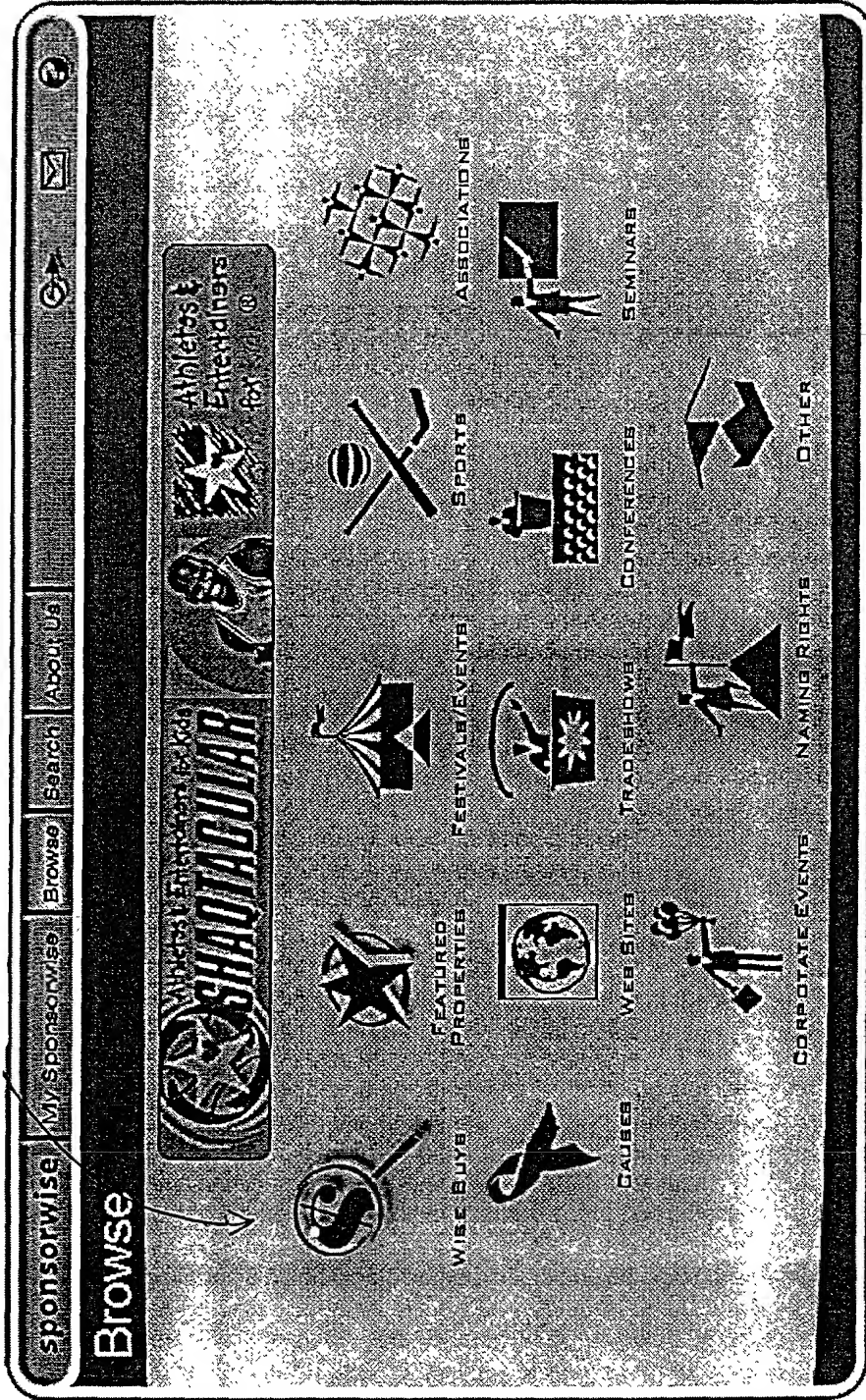




Fig. 45

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## Wise Buys

My Sponsorwise > Browse Properties > Wise Buys

Property	Inventory	Dates	Price
<p><b>The SOFA Music Experience</b> is a weekend long event showcasing new music technology, local, regional and national caliber bands and Silicon Valley companies active in the digital music revolution.</p>			
<p><b>VIP Party Sponsorship</b> - Exclusive sponsorship of the VIP Party, on-site promotional opportunity, on-site signage</p>			
		9/14/00 - 9/17/00	\$6,000
<p><b>Outdoor Stage Sponsorship</b> - Naming rights to an outdoor stage, on-site opportunity, on-site signage, admission to all event functions</p>			
		9/14/00 - 9/17/00	\$5,000
<p><b>T-shirt Sponsorship</b> - Exclusive sponsorship of event T-shirt, logo inclusion on T-shirt, admission to all event functions.</p>			
		9/14/00 - 9/17/00	\$5,000
<p><b>Beverage Sponsorship</b> - Logo inclusion on all collateral use of logo cups, on-site opportunity, and on-site signage</p>			
		9/14/00 - 9/17/00	\$3,000 per donation
<p><b>Corporate Sponsorship</b> - 10' x 10' booth inside Saturday Expo, 10' x 10' booth at Sunday Festival, signage opportunity, admission to all event functions</p>			
		9/14/00 - 9/17/00	\$1,500
<p><b>Expo Sponsorship</b> - 10' x 10' booth at Saturday Expo, signage opportunity inside Expo</p>			
		9/14/00 - 9/17/00	\$1,000
<p><b>The California League</b> is a Class A Minor League Baseball league with 10 teams playing in California. Twenty-five percent of major league players have played in the California League. Baseball for purists. The league averages 2,000,000 per season.</p>			
<p><b>Hot Day</b> - Official, high-quality, CEU hats with your company logo to be distributed to the first 2,000 kids at the last home stand of each of 10 California League teams</p>			
		9/25/00 - 10/3/00	\$10,000



Fig. 46.

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**Good Evening**  
**John Stith of**  
**Coca-Cola Company**

**Current Profile:**  
[Coca-Cola Buyer](#)  
[Edit Profile](#)

[Create An RFP](#)  
[Wise Promotions](#)  
[Consulting Services](#)

**Search:**

**Saved Searches:**  
[Summer Family Activity](#)  
[Music Events](#)  
[Fitness Competitions](#)

[Favorites](#)

**My Sponsorwise**  
**Wednesday, October 18, 2000**

**SHADY AQUARIUM**  
**ATHLETIC ENTERTAINERS**

**Industry News**  
 Bonnie Osmond Tattoo  
 Sold on Sponsorwise  
 for Record \$6.5 Million  
[Sponsorship Market](#)  
[Growing Thanks to New](#)  
[Internet Opportunities](#)  
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**Grassroots Dead Tube**  
 1/22/01 - New York

**Convention Center**  
 1/22/01 - NY

**Michael Schumacher**  
 Indycar 2001 Season

**Notification**  
[File](#) [Type](#) [Subject](#)  
☐ [Saved Search: New matches to saved search](#)  
[Summer Family Activity](#)  
☐ [Proposal Notice: Response to your RFP "Q101 Festival"](#)  
☐ [Proposal Notice: Response to your RFP "Q400 Music Events"](#)  
☐ [Saved Search: New matches to saved search "Fitness Competitions"](#)

**Received**  
 Fri 9/22/00 2:22 PM  
 Thu 9/21/00 12:45 PM  
 Wed 9/20/00 7:08 AM  
 Tue 9/19/00 10:28 AM







fig. 48

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Wednesday, October 18, 2000

My Sponsorwise > Sponsorship Manager > Roll-up > California

**Good Evening**  
John Stith of  
Coca-Cola Company

Current Profile:  
**Coca-Cola Buyer**  
Edit Profile

Create An RFP

Write Promotions

Consulting Services

Search:

Saved Searches:  
[Summer Family Activity](#)  
[Music Events](#)  
[Fitness Competitions](#)

Favorites:

**California Sponsorships**

Date	Event	Location
9/2/00 - 10/1/00	Shakespeare in the Park	Golden Gate Park San Francisco, California, USA
9/21/00 - 9/24/00	California Bluegrass & Cowboy Music Festival	Plymouth, California, USA
9/22/00 - 9/24/00	International Jazz Festival	Santa Barbara, California, USA
9/22/00 - 9/24/00	San Francisco Blues Festival	Great Meadow, Fort Mason San Francisco, California, USA
9/22/00 - 9/23/00	World Music Festival	Chico, California, USA
9/23/00 - 9/24/00	10th Annual International Friendship Festival	El Cajon, California, USA
9/29/00 - 10/1/00	California International Airshow	Salinas, California, USA
10/5/00 - 10/15/00	Mill Valley Film Festival	Various Locations Mill Valley, California, USA
10/6/00 - 10/8/00	Fleet Week	Pier 39 San Francisco, California, USA
10/6/00 - 10/8/00	The Great Temecula Tractor Race	Temecula, California, USA



### RFP Process

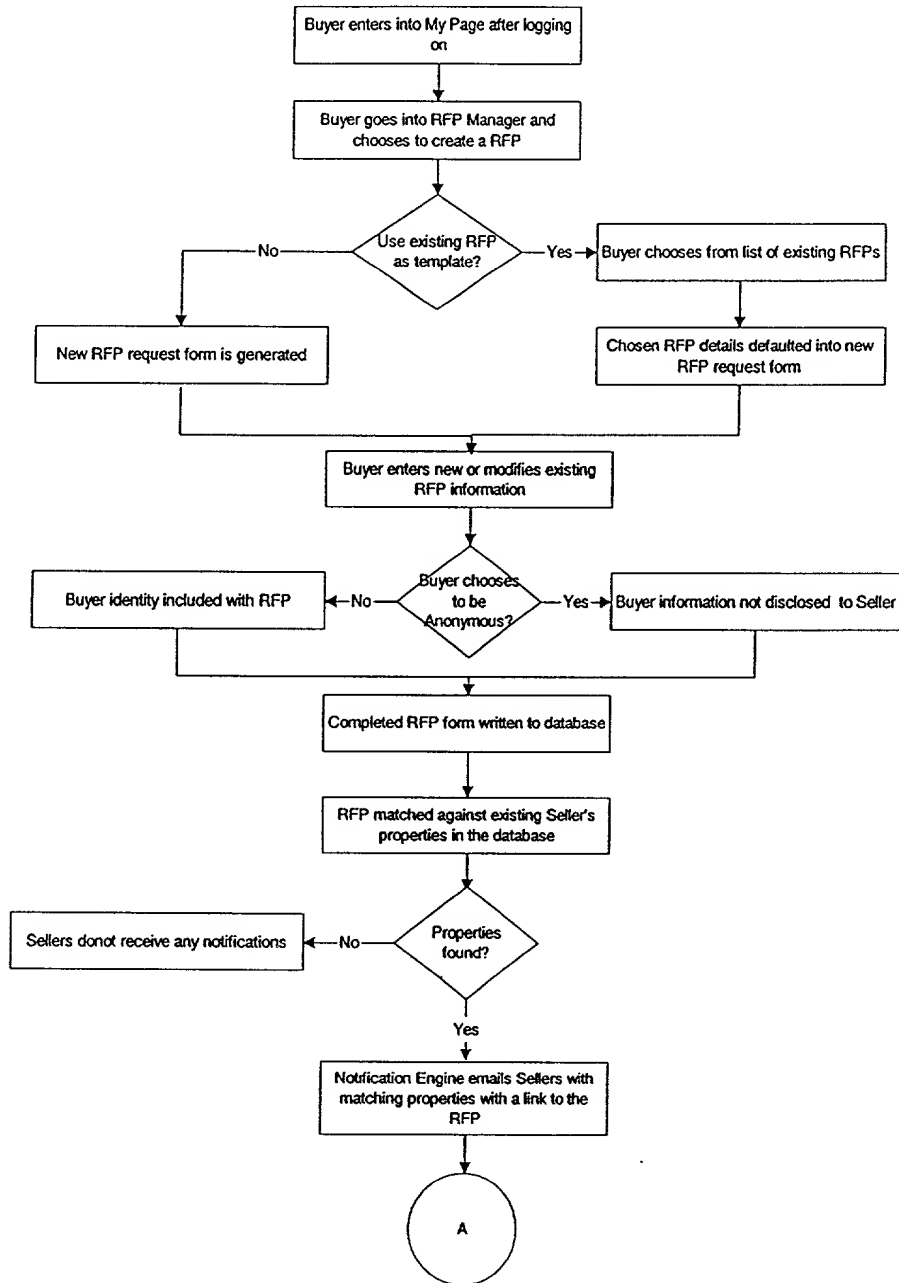


Fig. 49



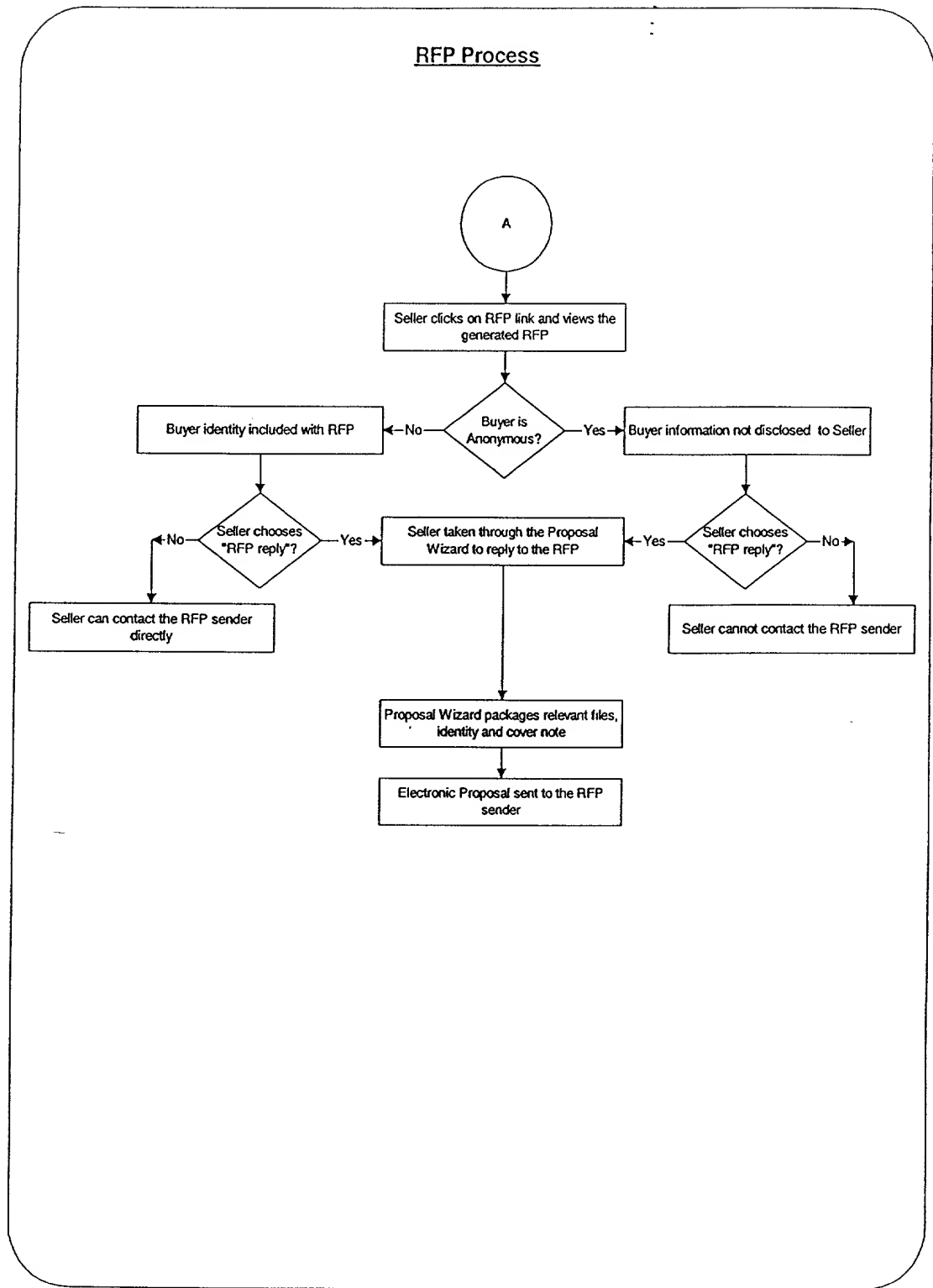


Fig. 50.